

Albuquerque International Sunport (ABQ) International Air Service Incentive Program

Program:

In an effort to establish regularly scheduled international air service to Albuquerque, New Mexico, the Sunport is offering a promotional incentive for any air carrier initiating flights in 2006 to specific new destinations in Mexico as listed below. The incentive program includes an operational component and a marketing component.

Promotional Period:

The first six months of operation immediately after the start of a new flight is the promotional period.

Qualifying Criteria:

Any carrier that begins new, nonstop, regularly scheduled round trip service in 2006 from Albuquerque to any of the destinations in Mexico listed below will be eligible for the incentive program. This service must serve the market for a minimum period of one calendar year. All incentives are subject to approval by the appropriate officials of the City of Albuquerque.

Operational Incentive:

Any carrier announcing the service described above to the listed Mexican destinations will be eligible for a landing fee waiver during the promotional period of up to 50%, but no more than USD\$75,000.00.

Marketing Incentive:

Any carrier announcing the service described above to the listed Mexican destinations will be eligible for marketing funding of up to USD\$50,000.00. If a carrier qualifies for this funding, the carrier will enter into a joint agreement with ABQ to cooperatively market the new route. Marketing incentive funds may be used for programs and activities such as:

- Advertising to promote new service
- Dinners or other business/tourism/media networking activities
- FAM tours
- Travel by ABQ and/or airline officials to new destination in order to promote new service
- Other activities as mutually agreed to by ABQ and the carrier

Eligible Markets:

Top 6 Mexican Destinations from ABQ

- Mexico City
- Cancun
- Puerto Vallarta
- Guadalajara
- Cabo San Lucas
- Chihuahua